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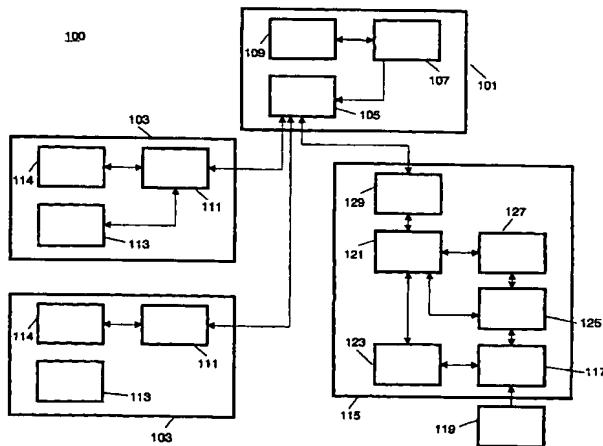
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[Continued on next page]

(54) Title: INTRODUCING NEW CONTENT ITEMS IN A COMMUNITY-BASED RECOMMENDATION SYSTEM



(57) **Abstract:** The invention relates to a method of operating with content items, generating of a user preference profile, and introducing new content items in a community-based recommendation system. A virtual user terminal (115) determines a new user preference profile when detecting the availability of a new content item. The virtual user terminal (115) comprises an initialization processor (123) which sets a preference value in the user preference profile for the new content item. The virtual user terminal (115) further comprises a relation processor (125) which determines related content items, and a profile processor (127), which sets preference values in the user preference profile associated with the at least one related content item. Hence, an association is formed between the first content item and the related content items, thereby linking the new content item to existing content items, and thus increasing the probability that the new content item is recommended.



TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)

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According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC 7 H04N

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

EPO-Internal, WPI Data, PAJ, INSPEC

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	SHARDANAND U ET AL: "Social information filtering: algorithms for automating "word of mouth"" 1995, NEW YORK, NY, USA, ACM, USA, 7 May 1995 (1995-05-07), - 11 May 1995 (1995-05-11) pages 210-217, XP002289359 ISBN: 0-89791-694-8 page 7, paragraph 7 - page 8, paragraph 1 ----- -/-	1,8,9, 14,16

 Further documents are listed in the continuation of box C. Patent family members are listed in annex.

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C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	<p>SOLLENBORN M ET AL: "Category-based filtering and user stereotype cases to reduce the latency problem in recommender systems" 2002, BERLIN, GERMANY, SPRINGER-VERLAG, GERMANY, 4 September 2002 (2002-09-04), - 7 September 2002 (2002-09-07) pages 395-405, XP001197247 ISBN: 3-540-44109-3 page 396, paragraph 4 page 398, paragraph 3</p> <p>-----</p> <p>HAYES C ET AL: "Smart radio - community based music radio" KNOWL.-BASED SYST. (UK), KNOWLEDGE-BASED SYSTEMS, JUNE 2001, ELSEVIER, UK, vol. 14, no. 3-4, June 2001 (2001-06), pages 197-201, XP002289361 ISSN: 0950-7051 abstract</p> <p>-----</p>	1,14,16
A		1,8,9, 14,16